

PrimeTime Member Spotlight

March 2009

Each month *Connections* talks to a PrimeTime member to find out more about who they are, what they do, and their association with PrimeTime.



This month we spotlight

Aileen Lane
Director/Lead Consultant
Nutri-Style, Nutrition & Image
Consultants

Personal talk ...

Connections: Where are you from originally, and how long have you been in Singapore?

Aileen: I am originally from Ireland (Co.Limerick) and I have lived and worked in Singapore for 9 years.

Connections: Have you lived in other foreign countries? If so where?

Aileen: I lived in Bahrain in the Middle East for a year prior to moving to Singapore.

Connections: What brought you to Singapore?

Aileen: Like so many expats here in Singapore I was a trailing spouse. My husband - my boyfriend at that stage - moved to Singapore to take a job with Credit Suisse Bank. I came along and ended up working with Wyeth Nutritionals within 3 weeks.

Connections: What do you enjoy most about living here?

Aileen: Probably the ease of life here. Everything is so accessible and for the most part I love the weather which allows me to walk to work and be out and about.

Connections: What are your interests and hobbies?

Aileen: I love to read and go to the cinema and I also like keeping fit with Irish football, jogging and walking. I haven't been doing much recently though as I am due to give birth to our first child any day now!

Connections: Have you had any particularly interesting experiences you would like to share with us?

Aileen: I have lived in Singapore for 9 years so a lot has happened during that time. Starting and running my own business, Nutri-Style has probably been the most interesting and challenging experience in the last few years, although the impending birth may just cap that!

Connections: Which are your favourite restaurants/shops/places to go?

Aileen: My favourite restaurant is Pete's Place at The Hyatt. It is quite informal and I love the food. As I shop a lot with my clients, I have many favourite shops: Mango, Raoul, and Blum are among my favourites as they have styles that suit my curvy body shape. I don't like to travel much but when I do, my favourite place to go, is home to Ireland and spend some time with my family. I miss the fresh air and scenery if I stay away too long. I try to get home at least twice a year.

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Connections: What one thing would you like to accomplish in your lifetime?

Aileen: There are a number of things I would like to accomplish. The top of my list includes having my own lifestyle TV show interviewing inspirational people and writing a figure and style book to help real women appreciate and celebrate their bodies, whatever their shape. Finally, I would like to live near the sea and go walking or jogging on the beach every day.

Professional talk ...

Connections: Please tell us about your business.

Aileen: Nutri-Style is a nutrition and image consulting company whose mission is to help men, women and corporations look their best. On the image side, Nutri-Style provides services such as colour analysis, figure & style analysis, makeup & grooming services, personal shopping and wardrobe management. For corporations, we tend to provide professional training workshops such as 'The Polished Professional', 'Managing Your Image for Success' and so on. More recently, I have also branched in to training Colour and Image Consultants. On the nutrition side, we provide weight management programs and optimum nutrition solutions for people who want a healthy, scientifically proven and natural diet. Our clients range from busy working mums to sports enthusiasts.

Connections: What did you do before you started your own business?

Aileen: Prior to starting my business I worked in the nutritional industry for over 8 years. I have a degree in Biotechnology, a Masters degree in Food Engineering and a Diploma in Diet and Nutrition. While I found diet and nutrition very important in looking your best, I always understood that the colours and styles of clothes a person chooses to wear also makes a huge difference; hence my decision to branch into the image industry.

Connections: How long have you had your own business?

Aileen: I have had my own business full time for three years.

Connections: How did you get started?

Aileen: I was always fascinated by the difference clothes make to someone's appearance so I got started by training as a colour consultant and as an image consultant. I started with friends and slowly built up my confidence. After about 6 months of doing this, I decided to give up my corporate job and open Nutri-Style.

Connections: What were the toughest challenges you've faced as an entrepreneur with your own business?

Aileen: My biggest challenge was having the courage to stand in front of groups of people and market my business and services. PrimeTime really helped me develop in this area by providing opportunities for me to speak as well as attending events where I saw other people speak and present themselves.

Connections: What do you enjoy most about having your own business?

Aileen: I love being an entrepreneur and being able to make my own decisions. It is very rewarding to see the difference in people's self esteem and confidence when they know they look their best.

Connections: Have any of the PrimeTime programs helped you in starting or growing your business?

Aileen: Yes! As co-chair of the Small Business Group, I have had the opportunity to attend some great events and meet a lot of other women who have started their own business. These women are always inspirational and they spur me on to keep going. I have also had a lot of business and referrals through PrimeTime so I would attribute a lot of my business success to being a member and a volunteer with PrimeTime.

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Connections: Any advice for those thinking of starting their own businesses in Singapore?

Aileen: Believe in yourself and get used to being out of your comfort zone! As one of my favourite authors says: "Feel the fear, and do it anyway!" Singapore is a great place to start and grow a business and the government make it very easy to get started. The Small Business Group within PrimeTime is also a fantastic resource for anyone thinking of starting their own business.

PrimeTime talk ...

Connections: When did you join PrimeTime and how did you find out about it?

Aileen: I joined PrimeTime in 2006 after a friend who had started her own business told me about it. She assured me that it was a safe and comfortable environment to network and meet people.

Connections: Which PrimeTime subgroups do you belong to?

Aileen: I subscribe to the Small Business Group mainly but I have attended events from many of the other subgroups. More recently I have joined the Mothers Support Group as I go into the next phase of my life!

Connections: Do you volunteer at PrimeTime? If so, in what areas have you become involved?

Aileen: Yes, I have been the co-chair of the small business group for the last year and a half and I have also volunteered for some of the Village Bank Programs.

Connections: What do you personally feel are the benefits of being a PrimeTime member?

Aileen: The biggest benefit is that you get to network and meet like-minded women in a safe environment. There are also the many talks and events that help with professional development.

Connections: Which was the most interesting or inspiring PrimeTime event you've attended?

Aileen: I really enjoyed the talk given by May Lee from the May Lee Show way back in 2007. She was very inspirational and she demonstrated that the sky is the limit if you set your goals and know what you want. Maybe someday I'll have my own show, just like May Lee and Oprah!

Thank you Aileen!